

亚马逊品牌备案 注册指南

未经允许请勿转发，仅供亚马逊卖家在申请时参考
如有疑问请邮件联系
如有页面更新，以卖家后台最新的提示为准

- ❖ 品牌备案的要求
- ❖ 品牌备案的 5 步骤
- ❖ 如何验证品牌商的身份？
- ❖ 品牌备案后的品牌中心, 拥有 2 大新功能
 - 新功能1：举报侵权
 - 新功能2：品牌注册客服 可更改品牌账户角色，跟进举报结果
- ❖ 品牌备案对运营的 6 大帮助
 1. 图文版品牌描述
 2. 早期评论人计划
 3. 头条搜索广告
 4. 品牌旗舰店
 5. 社交媒体促销代码及专门页
 6. 添加Video

品牌备案的要求

- 备案网址 <http://brandservices.amazon.com/>
- 必须是Registered的商标（已拿到证，申请中的TM商标是不行的）
- 可以接受纯文字商标，以及图文商标，不能接受纯图案标
- 可以接受的注册国家包括
 - ✓ 美国、加拿大、墨西哥
 - ✓ 德国、西班牙、法国、英国、意大利、欧盟
 - ✓ 日本
 - ✓ 澳大利亚
 - ✓ 未列出的国家暂时无法备案

第一步，填写品牌名称

需要大小写、空格、特殊字符等与注册证及商品上完全一致

amazon brand registry www.amazon.com 中文 [买家消息](#) | [帮助](#) | [设置](#)

品牌资格 知识产权 识别 特点

品牌资格

您的产品和包装是否有永久附加的品牌名称和标志？
 是 否

您打算在品牌注册表中注册多过十个品牌吗？
 是 否

要注册的品牌名称

您的产品和产品详细信息页上显示的名称

下一页

第二步，填写品牌信息

商标类型（纯文字、图文）， 商标名称， 商标编号（此处为Registration Number）， 注册办公

知识产权

请为 **品牌名称** 提供您的商标

Amazon  (文字商标)

amazon  (设计商标)

 ×

可接受的商标类型

- 包含文字、字母或数字的文字商标和设计商标
- 商标名称必须与您品牌注册申请中所显示的品牌名称相符

要申请设计商标，请在下拉菜单中选择“设计商标”，并在下方附上设计商标的图片。

商标类型

图案商标（图像）

标记名称

品牌名称

商标编号

注册办公室

美国 - United States Patent and Trademark Office

上传图像

(文字商标) (设计商标)

可接受的商标类型

- 包含文字、字母或数字的文字商标和设计商标
- 商标名称必须与您品牌注册申请中所显示的品牌名称相符

要申请设计商标，请在下拉菜单中选择“设计商标”

商标类型

图案商标（图像）

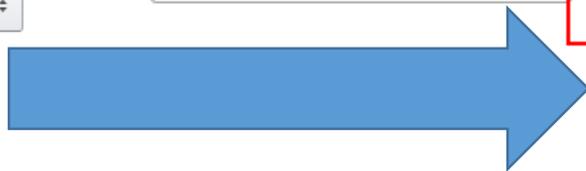
标记名称

123

商标编号

123

- 美国 - United States Patent and Trademark Office
- 加拿大 - Canadian Intellectual Property Office
- 德国 - Deutsches Patent- und Markenamt
- 西班牙 - Oficina Española de Patentes y Marcas
- 法国 - Institut national de la propriété industrielle
- 印度 - Trademark Registry
- 意大利 - Ufficio Italiano Brevetti e Marchi
- 日本 - Japanese Patent/Trademark Office
- 墨西哥 - Marcas IMPI
- 英国 - Intellectual Property Office UK
- 欧洲 - European Union Intellectual Property Office
- 澳大利亚 - Intellectual Property Australia



第三步，上传图片

需上传至少3张图片，都需要显示品牌，每个文件不得大于1.5MB

如有品牌官网、品牌设计媒体页面也请提供（此项不再是必须，是可选项）

帮助我们识别这个品牌

上传商品图像



图像要求

- 上传最多10个文件1.5 MB或更少。
- 产品图像必须显示品牌

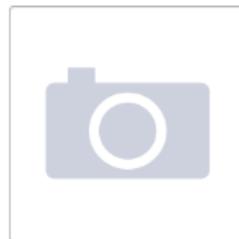
提交产品包装图像



图像要求

- 产品图像必须显示品牌

上传产品图片



图像要求

- 品牌标识图片必须只显示徽标本身，而不是打印在产品盒上的

您的在线存在

这些字段是非强制的，但将其留空可能会阻止品牌被批准。

品牌网站

品牌社交媒体页面

上一页

下一页

第四步，类目属性及身份

请根据实际情况填写，如果是卖家身份注册则需要提供注册邮箱，就算尚未注册卖家账户、供应商账户，也可以进入下一步，完成品牌备案申请

告诉我们更多关于[品牌名称] 123

您的产品是否具有UPC，ISBN，EAN或其他GTIN？

要在亚马逊上销售商品，您是否需要UPC或EAN？

是 否

为您的产品选择一个类别

乐器

添加类别 +

如果您在线销售您的产品，请告知我们（可选）。

为什么这很重要？

Yes

卖家和供应商账户

为什么这很重要？

您的品牌目前是否已经

- 卖家
 供应商
 两者都是
 否，我的品牌目前尚未与亚马逊建立卖家或供应商关系

为什么这很重要？

亚马逊将使用此信息将您的品牌注册账户与您的现有卖家或供应商账户进行关联。

卖家电子邮件地址

第五步，分销状况

此步骤需要回答一系列关于该品牌是否有授权给其他分销商使用、销售的问题，请如实回答，和以后进行品牌保护、维权有一定的关系

- 卖家
- 供应商
- 两者都是
- 否，我的品牌目前尚未与亚马逊建立卖家或供应商关系

卖家电子邮件地址

制造和许可信息

为什么这很重要？ ▾

您的品牌是否自己生产商品？

- 是
- 否

您的品牌是否向分销商销售商品？

- 是
- 否

您的分销商是否在亚马逊上销售商品？

- 是
- 否

您的品牌是否向与您知识产权相关的商品的生产商发放商标？

- 是
- 否

您是否获得了在亚马逊上销售商品的授权？

- 是
- 否

您的品牌商品生产地在哪儿？

中国	⌵	去掉
日本	⌵	去掉
添加国家	+	

您的品牌商品主要在哪些地方分销？

加拿大	⌵	去掉
巴西	⌵	去掉
德国	⌵	去掉
法国	⌵	去掉
澳大利亚	⌵	去掉
美国	⌵	去掉
墨西哥	⌵	去掉
日本	⌵	去掉
意大利	⌵	去掉
中国	⌵	去掉
印度	⌵	去掉
英国	⌵	去掉
西班牙	⌵	去掉
添加国家	+	

- ✓ 品牌商品的生产地请如实填写
- ✓ 在哪些地方分销，建议已经做了卖家的品牌商，将亚马逊开通了第三方卖家商城的各个站点都选上，方便通过“一键切换全球站点”，将做了品牌备案的账户的各个站点的品牌高级功能都打开。
- ✓ 到这一步之后即可点击“提交申请”，等待亚马逊的身份验证。

如何验证品牌商的身份？

审核人员会去商标注册国的商标局官网，检索到你的商标，并找到商标局公示的邮箱，**向这个邮箱发送一个验证码**，同时你的后台会收到一个要求你回复验证码的CASE（会告诉你向哪个邮箱发了验证码），如果回复了正确的验证码，一般48小时内可完成品牌备案。



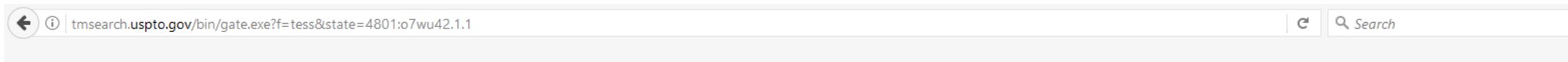
问题

1. 如何在申请备案之前，就知道是往哪个邮箱发送验证码呢？
2. 如果商标局公示里邮箱错误，甚至没有邮箱，怎么办？

下面，以美国商标专利局USPTO举例，其他国家以此类推

如何验证品牌商的身份？

➤ 在美国商标专利局查询商标信息



Are you filing electronically through TEAS?



Trademarks > Trademark Electronic Search System (TESS)

Welcome to the **Trademark Electronic Search System (TESS)**. This search engine allows you to search the USPTO's database of registered trademarks and prior pending applications to find marks that may prevent regist refusal.

WARNING: Before conducting your search, you must understand the following: (1) what the database includes; (2) how to construct a complete search; and (3) how to interpret the search results. Click [TESS TIPS](#) for detailed search topics.

[HELP](#) [News!](#)

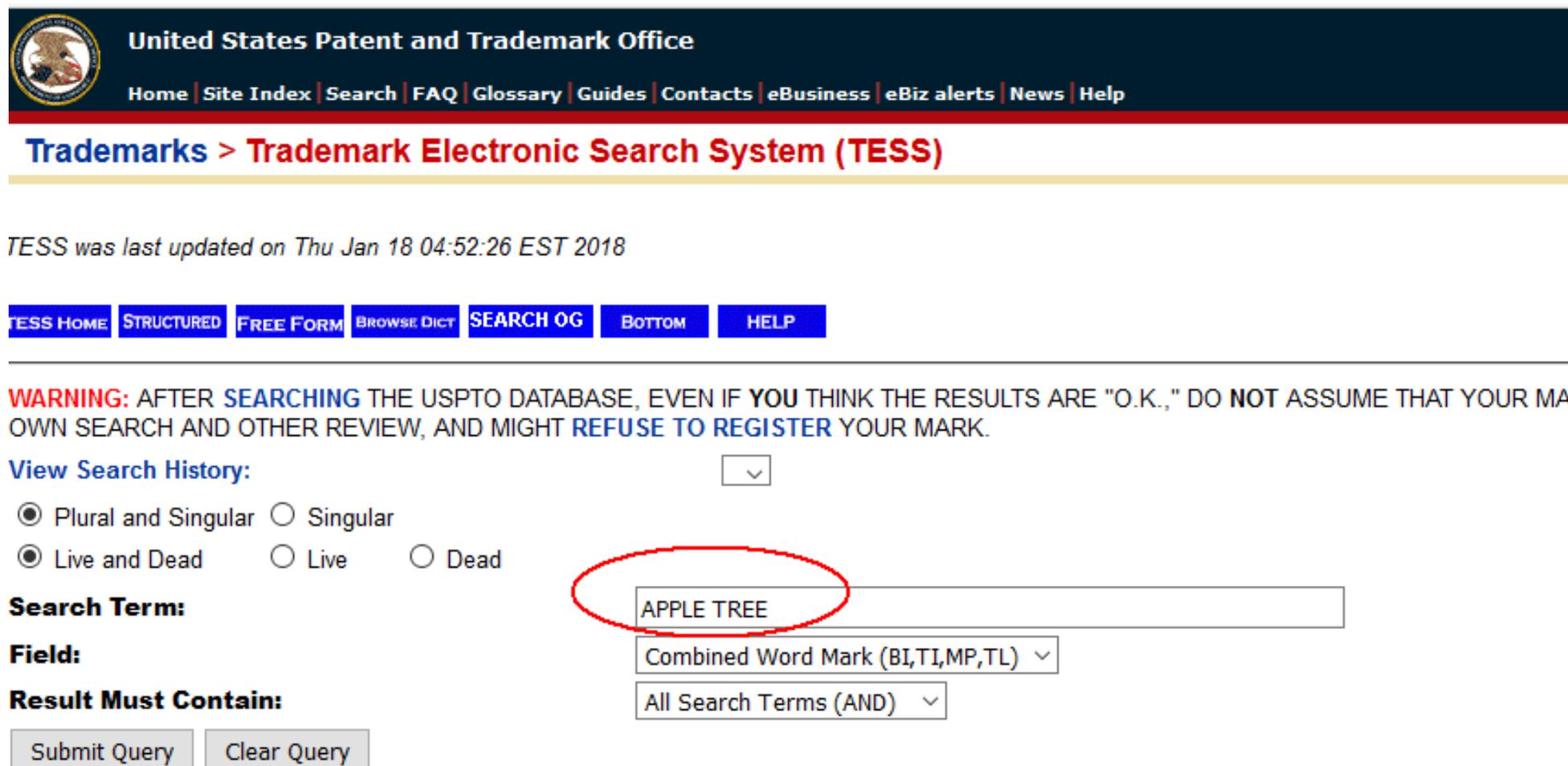
Select A Search Option	
<input type="checkbox"/>	Basic Word Mark Search (New User) This option cannot be used to search design marks.
<input type="checkbox"/>	Word and/or Design Mark Search (Structured) This option is used to search word and/or design marks. NOTE: You must first use the Design Search Code Manual to look up the relevant Design Codes.
<input type="checkbox"/>	Word and/or Design Mark Search (Free Form) This option allows you to construct word and/or design searches using Boolean logic and multiple search fields. NOTE: You must first use the Design Search Code Manual to look up the relevant Design Codes.

Additional Search Options

如何验证品牌商的身份？

➤ 在美国商标专利局查询商标信息

在下一页的搜索框中，输入品牌名称，如APPLE TREE，进行查找



United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Thu Jan 18 04:52:26 EST 2018

TESS HOME | STRUCTURED | FREE FORM | BROWSE DICT | **SEARCH OG** | BOTTOM | HELP

WARNING: AFTER SEARCHING THE USPTO DATABASE, EVEN IF YOU THINK THE RESULTS ARE "O.K.," DO NOT ASSUME THAT YOUR MARK IS AVAILABLE FOR REGISTRATION. YOU SHOULD CONDUCT YOUR OWN SEARCH AND OTHER REVIEW, AND MIGHT REFUSE TO REGISTER YOUR MARK.

View Search History:

Plural and Singular Singular

Live and Dead Live Dead

Search Term:

Field:

Result Must Contain:

如何验证品牌商的身份？

➤ 在美国商标专利局查询商标信息

在下一页的结果中，可以看到想找的商标及其Reg. Number(此编号需要填入亚马逊品牌备案的申请之中)，如果提前知道Reg. Number,也可以在该网站直接用编号查找

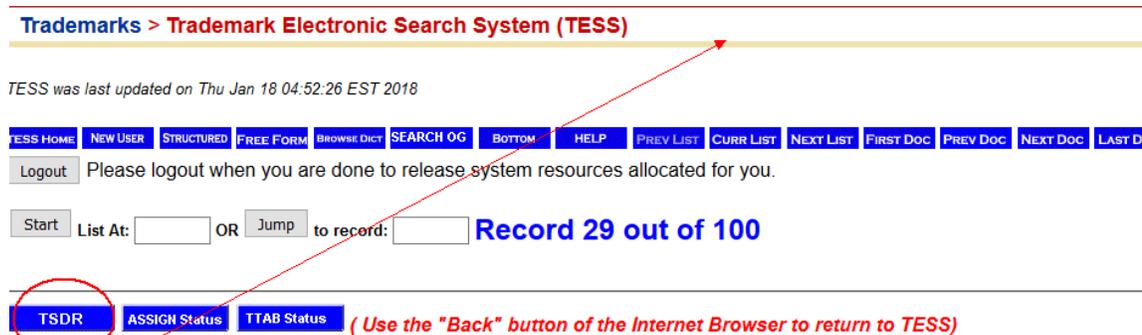
Current Search: S1: (APPLE TREE)[COMB] docs: 100 occ: 468

	Serial Number	Reg. Number	
1	87703580		THE APPLE TREE GANG 1888
2	87703285		THE APPLE TREE GANG 1888
3	87702921		THE APPLE TREE GANG
4	87677985		ONE NATION UNDER A SINGLE APPLE TREE
5	87216346	5313385	MACIEIRA
6	87297268		APPLETREES
7	87209867	5259559	POMMIER
8	87048255	5244129	MELO LION
9	87472999		HERE'S TO COOL, COOL CHICKS, FROM A COOL, COOL TOWN TAKES A BAD MUTHEI
10	87031123		THE APPLE TREE PROJECTS
11	87104153	5184954	APPLE TREE
12	87257490		APPLETREE GOLF SOCIETY
13	87257483		APPLETREE GOLF SOCIETY
14	86966947		APPLETREE
15	86966939		APPLETREE
16	86966915		APPLETREE

如何验证品牌商的身份？

➤ 如何查到商标局公示的品牌商联系邮箱

点击相应的商标，可进入其详情页面，可以看到注册时间、持有人信息等，但公示邮箱，还需要点左上角的“**TSDR**”进入公示信息页面去查看



在下一页面中，可以查到Correspondence信息，包括Telephone, Address, Email等。

若该页面列举了Email,则亚马逊会向其（1到2个公示的邮箱）发送验证码；

若未列举Email，你会收到CASE回复，大意为“因为未公示Email,无法发送验证码，请你去联络商标局增加Email”。

Apple Tree

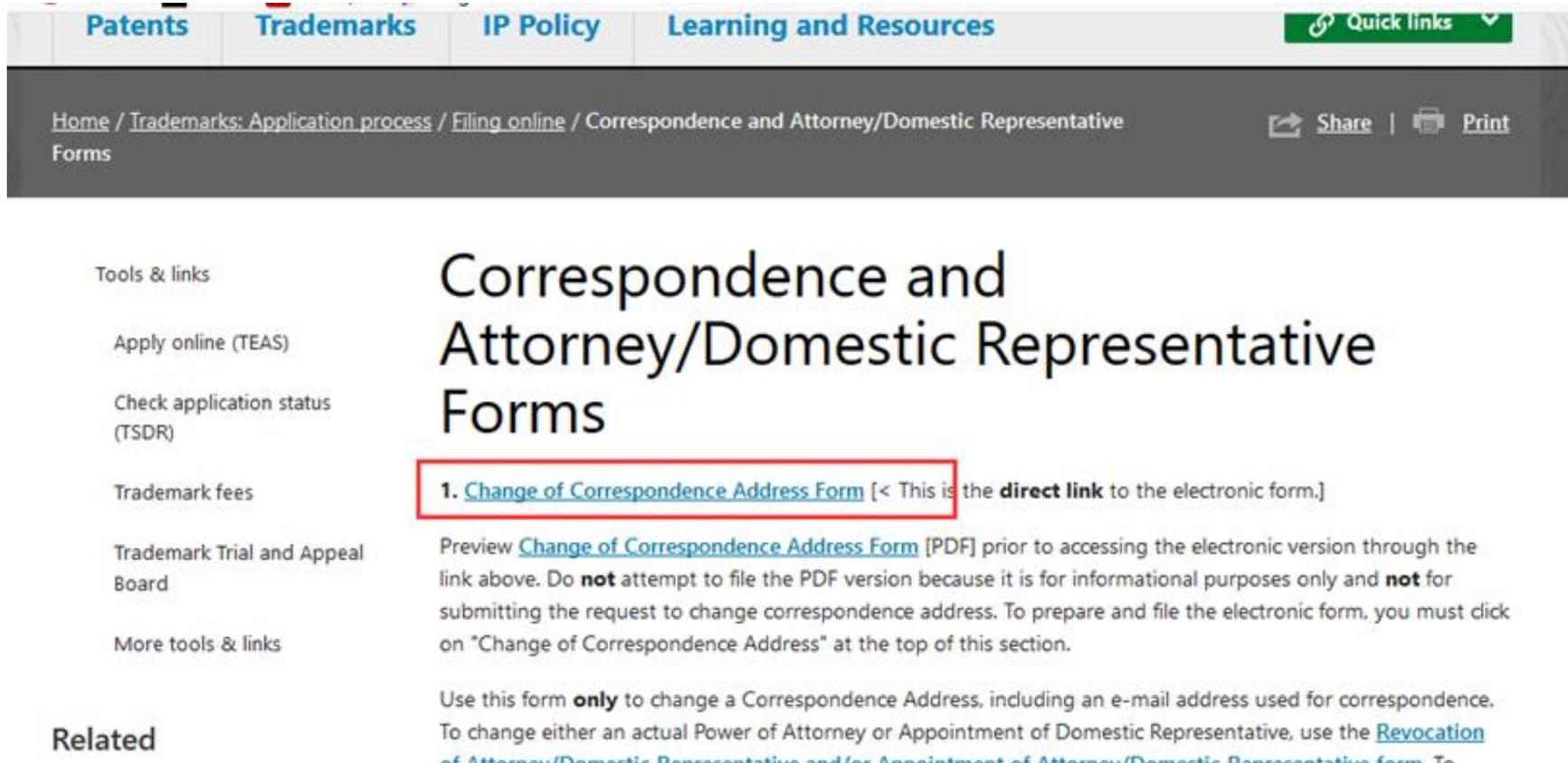
Word Mark	APPLE TREE
Goods and Services	IC 016. US 002 005 022 023 029 037 038 050. G & S: Merchandise bags distributed in wholesale channels of trade not specifical
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85182289
Filing Date	November 22, 2010
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	April 12, 2011
Registration Number	4122634
Registration Date	April 3, 2012
Owner	(REGISTRANT) Asian Supply Corp. CORPORATION NEW YORK 20 Steuben St BROOKLYN NEW YORK 11205
Attorney of Record	Moshe D. Lapin
Type of Mark	TRADEMARK
Register	PRINCIPAL

如何验证品牌商的身份？

➤ 添加或修改公示邮箱的方法

1. 输入地址：<http://www.uspto.gov/teas/eTEASpageE.htm>

2. 选择第一项



The screenshot shows the USPTO website navigation bar with 'Patents', 'Trademarks', 'IP Policy', and 'Learning and Resources'. The breadcrumb trail is 'Home / Trademarks: Application process / Filing online / Correspondence and Attorney/Domestic Representative Forms'. The main heading is 'Correspondence and Attorney/Domestic Representative Forms'. A sidebar on the left lists 'Tools & links' including 'Apply online (TEAS)', 'Check application status (TSDR)', 'Trademark fees', 'Trademark Trial and Appeal Board', and 'More tools & links'. The main content area lists '1. [Change of Correspondence Address Form](#) [< This is the **direct link** to the electronic form.]'. Below this, there is a preview of the PDF form and instructions to use the form to change a correspondence address.

如何验证品牌商的身份？

➤ 添加或修改公示邮箱的方法

3.跳出页面输入登记号或者序列号，点击继续（如不知道序列号和参考号在前面说的品牌搜索功能去查找）

Please enter the **serial/registration number(s)** of the application(s) or registration(s) for which you wish to change the correspondence address. If you have multiple applications or registrations, enter multiple serial numbers (but not exceeding 300 serial numbers per request for the form for entering your information).

NOTE: Use this form only to change a Correspondence Address. To change either an actual Power of Attorney, [Representative and/or Appointment of Attorney/Domestic Representative form](#). To change the physical address of Correspondence Address form and the Change of Owner's Address form **may NOT** be used to change the correspondence address. Those steps must be done through the Assignments Recordation Branch. For more information, click [here](#). To change the correspondence address of a trademark, click [here](#).

Note: You must complete any field preceded by the symbol "*". ONLY the owner/holder or its attorney is qualified to complete this form.

WARNING: This form has a session time limit of 60 minutes. Your "session" began as soon as you accessed this form. If your session expires, you must begin the entire process again; you can, however, [extend the time limit](#). You should always try to have your session expire before you begin the process.

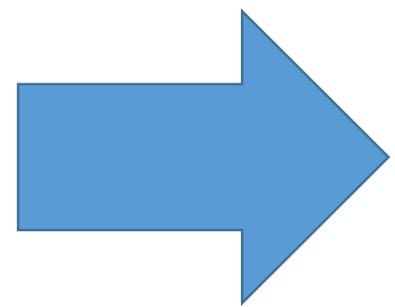
* Please enter the [Serial/Registration Number\(s\)](#)

OR

To access **previously-saved data**, use the "Browse/Choose File" button below to access the file from your computer. You must follow the instructions for uploading a file to the form wizard questions at Step 3; however, you *can* change data within an existing section. For further instructions for retrieving your saved data, click [here](#). You must follow these instructions to upload a file.

浏览... 未选择文件。

Continue



在下一个页面里去提交邮箱等需要修改的信息，商标局收到后2个工作日会邮件回复，如果添加成功，就可以收得到验证码，从而申请亚马逊品牌备案啦！

品牌备案后的品牌中心新功能

在此页面可以查看品牌中心 <https://brandregistry.amazon.com/gp/homepage.html>

The screenshot shows the Amazon Brand Registry interface. On the left, under '你的品牌' (Your Brands), there is a '查看已注册品牌列表' (View registered brand list) link with a circled '1' and an information icon. Below it is a '注册新品牌' (Register new brand) link. The main content area has a '通知' (Notification) section with a link to '亚马逊物流 (FBA) 宣布 美国亚马逊物流费用变更' (Amazon Logistics (FBA) announces US Amazon Logistics fee changes). Below that is a '欢迎使用品牌注册' (Welcome to Brand Registry) section with a circled '新功能1' (New Feature 1) annotation pointing to a link for '举报违规行为' (Report trademark infringement). Another circled '新功能2' (New Feature 2) annotation points to a '需要帮助?' (Need help?) link. The bottom of the page has a '我们做得如何?' (How are we doing?) section with a '提供反馈' (Provide feedback) link.

amazon brand registry www.amazon.com

你的品牌 查看已注册品牌列表 1 i ...

注册品牌

注册新品牌

通知

亚马逊物流 (FBA) 宣布 美国亚马逊物流费用变更 - 自 2018 年 2 月 22 日起生效。有关费用变更的完整信息, 请访问 <https://www.amazon.com/fba-fee-changes>。 [了解更多信息](#)

欢迎使用品牌注册 新功能1 ...

想要举报潜在的侵权行为问题?
使用[举报违规行为](#)工具搜索和举报可能侵犯您版权或注册商标的物品。请访问 ["举报违规行为" 帮助页面](#) 了解更多有关提交完整、准确举报的信息。

新功能2 需要帮助?
我们的[品牌注册客服人员](#)随时在此协助您。联系我们为了能够协助保护您在亚马逊上的品牌。

有关于现有申请的问题?
如果您对现有的申请状态或先前申请的决定有任何疑问, 请在[问题日志](#)中回复该案例。

我们做得如何?
[提供反馈](#)

品牌备案后的品牌中心新功能

新功能1：举报侵权 <https://brandregistry.amazon.com/brand/report-a-violation>

amazon brand registry

举报违规

搜索并

为确

此表单供知识产

要举报其他类型

点击“搜索”或

搜索: amazon.i

按商品名称、ASIN、品牌名称或关键词搜索

或

按图片搜索

浏览

文件类型：jpeg、jpg 格式。最大文件大小：2MB。

可以选择站点

可以用文字搜索、图片搜索两种方式，来找到涉嫌侵权的产品列表

品牌备案后的品牌中心新功能

新功能2：品牌注册客服 可更改品牌账户角色，跟进举报结果

<https://brandregistry.amazon.com/cu/contact-us>

amazon brand registry www.amazon.

品牌注册客服

我们有什么可以帮您的？

- 未解决的问题 1
- 举报违规
- 撤销违规行为举报
- 商品页面问题
- 更新您的品牌资料
- 更新用户账户的角色**
- 提供其他商标
- 技术问题
- 其他事宜
- 升级之前的举报

请从下拉列表中选择一种语言
English

Use this form if you would like to update roles for user accounts that have access to a brand in Brand Registry. You must be either the first person who registered the brand or have been designated as an Administrator for the brand to submit this request.

Select one or more roles you would like to assign to each Brand Registry user account.

- Administrator:** an individual who has full permission to assign roles to user accounts.
- Rights Owner:** an individual who is the rights owner or an employee of the rights owner who is authorized to report violations.
- Registered Agent:** a third party who is authorized by the rights owner to report violations.

Please note: Each individual must create a user account and accept terms at <https://brandregistry.amazon.com> before the Administrator can assign role(s) for that user account.

When you add roles to a user account, if there are existing roles previously assigned to that user account and these are not included in the list of roles you would like the user account to have, those roles will be removed for the user account.

When you remove roles, all existing roles previously assigned to this user account for this brand will be removed.

Contact Reason
Update role for user account

Which would you like to do: Add, Update, or Remove a Brand Registry user account?

Enter the Email Address login of the Brand Registry user account:

品牌备案对运营有何帮助？

1. 图文版品牌描述

2. 早期评论人计划

详见后台Help Page



品牌备案对运营有何帮助？

3. 头条搜索广告

The screenshot shows the Amazon search results page for a query related to Rebel Canyon. The top navigation bar includes the Amazon Prime logo, a search bar with 'All' selected, and the text 'Prime includes video'. Below the navigation bar, there are links for 'Departments', 'Browsing History', 'Ching's Amazon.com', 'Today's Deals', 'Gift Cards', 'Registry', 'Sell', and 'Help'. The user's account information 'Hello, Ching' and 'Account & Lists' is visible, along with 'Orders', 'Prime', and a 'Cart' icon with a '1' item count.

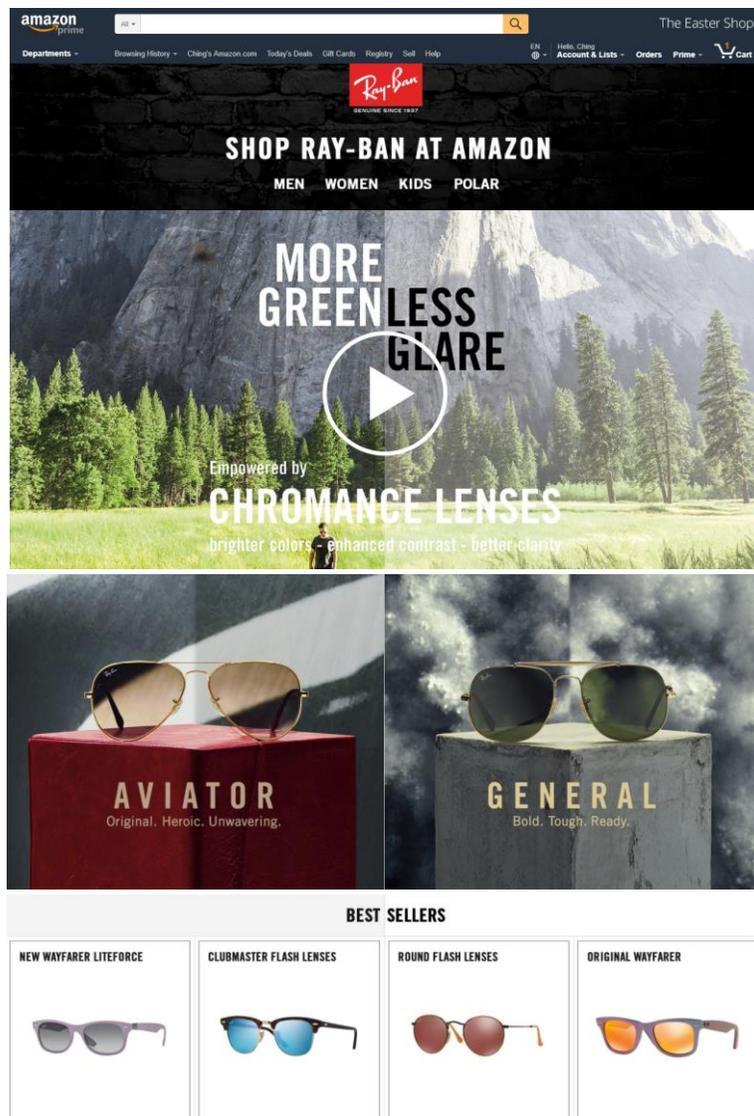
The main content area is divided into several sections:

- FREE Shipping:** A banner stating 'All customers get FREE Shipping on orders over \$25 shipped by Amazon'.
- Show results for:** A section with a search bar.
- Men's Fashion:** A list of categories including Men's Activewear, Men's Fashion Hoodies & Sweatshirts, Men's Shirts, Men's Shorts, and Men's Clothing.
- Women's Fashion:** A list of categories including Women's Fashion Hoodies & Sweatshirts, Women's Sweaters, and Women's Tops & Tees.
- See All 10 Departments:** A link to view all department categories.
- Sponsored Advertisement:** A large red-bordered box highlights a sponsored advertisement for Rebel Canyon. It features the Rebel Canyon logo, the text 'SPONSORED BY REBEL CANYON', and the headline 'Edgy apparel that feels as good as it looks'. Below the headline is a 'Shop now' link. To the right of the text are three product images: a pair of blue shorts, a grey long-sleeved top, and a floral patterned jacket. Below these images are the prices '\$29.95 prime' and '\$32.95 prime', and star ratings of 5 and 5 stars respectively.
- Showing most relevant results. See all results for Rebel Canyon.** A link to view all results for the brand.
- Product Listing:** A sponsored product listing for 'Rebel Canyon Young Men's Short Sleeve Crewneck Enzyme Washed Cotton T-Shirt' by Rebel Canyon, Our Brand. It features a product image of a white t-shirt, the price '\$15.95 prime', a star rating of 5 stars with 8 reviews, and the text 'Exclusively for Prime Members' and 'Only 12 left in stock - order soon.' Below the listing is a note: 'Some sizes/colors are Prime eligible'.
- Items from other brands:** A section showing a green t-shirt.

The URL at the bottom of the page is: https://www.amazon.com/qp/search/ref=sr_nr_p_76_banner_0?fst=as:off.p90x1&rh=i:aps,k:Rebel+Canyon,p_76:2661625011&keywords=Rebel+Canyon&ie=UTF8&qid=1522238423

品牌备案对运营有何帮助？

4. 品牌旗舰店



品牌备案对运营有何帮助？

5. 社交媒体促销代码及专门页

amazon seller central [目录](#) [库存](#) [定价](#) [订单](#) [广告](#) [店铺](#) [数据报告](#) [绩效](#) [B2B](#)

促销 [了解更多信息](#)

[创建促销](#) [管理您的促销](#) [管理商品列表](#)

创建促销

社交媒体促销代码

设置百分比折扣促销，创建带有链接的专属营销页面，从而更轻松地将买家从社交媒体引流至您的商品。此营销页面仅推广您的促销商品；买家可以通过此页面将您的商品添加到其购物车中，而无需在结账时手动输入促销代码。

[查看更少](#)

[创建](#)

买一赠一

如果您在整个商品目录或子目录中的购物符合既定的条件，即可享受一个或多个免费商品。

[创建](#)

免运费

对所有或部分商品提供免运费服务。

[创建](#)

亚马逊抽奖

免费提供您的商品作为抽奖活动的一部分，以增加您商品的点击率及在社交媒体上的受关注度。

[创建](#)

购买折扣

为您的整个商品分类或一个子商

[创建](#)

更多优惠

根据买家是否满足购买条件，对

[创建](#) ! 此功能已不可用。使用

品牌备案对运营有何帮助？

6. 添加Video，在后台“图文详情页”直接上传，或向招商经理申请

➤ 视频要求

- Videos must be less than 450MB in size
- Videos must be mp4 format
- Videos should ideally be 30 seconds or less, and required to be less than 1 minutes
- Videos cannot contain references or URLs to websites outside of Amazon
- No homemade video. It need to be professionally shot and edited.
- If the video has audio, the language needs to be in English.

➤ 中国卖家视频范例

<https://www.amazon.com/dp/B078WS971K>

视频的展示位置



PUPPYOO
PUPPYOO Cordless Stick Vacuum Cleaner 2 in 1 Rechargeable Portable Handheld Vac WPS11
★★★★★ 3 customer reviews

Price: ~~\$139.99~~
With Deal: **\$117.80**
You Save: **\$22.19 (16%)**

In Stock.

This item does not ship to **Taipei, Taiwan; Republic of China**. Please check other sellers who may ship internationally.
[Learn more](#)

Sold by PUPPYOOECO and Fulfilled by Amazon. Gift-wrap available.

- SLIM CORDLESS DESIGN—Easy to use, can stand straight and save space when put away.
- ADJUSTABLE SUCTION MODE—110w at high power, runs 30mins at normal power, 2200mAh lithium battery, LED indicator shows power left.
- MOTORIZED GROUND BRUSH—With guide light in front, take in dust efficiently even under bed.
- STICK AND HANDHELD—2 in 1, suitable to clean floors, curtains, sofa, ceiling, cars and different surfaces.
- ONE YEAR WARRANTY—If there is anything wrong with the cleaner, feel free to contact with us at any time, we will solve the problem for you as soon as possible.

Compare with similar items

New (1) from **\$117.80** & FREE shipping. [Details](#)

Report incorrect product information.

FRESHEN UP YOUR SPACE FOR SPRING
[Shop now](#)

Introducing the Dyson Cyclone V10 Vacuum

[Shop now](#)

Dyson Cyclone V10 Absolute
★★★★★ 29
~~\$899.99~~ **prime**

More new brand building features are on the way...